Virginia Fibre: from idea to reality

From pulpwood to paper... ...that's how it goes over at Virginia Fibre Corporation, the largest independent producer of semi-chemical corrugating medium in the country.

Virginia Fibre Corporation, located at Riverville, Amherst County, is a dream realized. It all began as an idea of its President Robert C. Macauley, who with a few individuals from the paper industry conceived the idea of the mill in the spring of 1972.

Virginia was chosen as the home state and Central Virginia as its site for the area's abundance of wood, water, power and people who would welcome Virginia Fibre as a neighbor and an employer. Amherst County was chosen as the site for the 500 ton per day facility which began operation in late July of 1975.

Virginia Fibre is one hundred percent dependent upon the private landowner for their raw wood supply because they do not own any commercial timberlands of their own. The total procurement staff at Virginia Fibre consists of eight people, including one secretary.

Because of their dependence upon the private landowners, Virginia Fibre offers a wide range of professional management services to them. Virginia Fibre is vitally interested in insuring a continued supply of pulpwood for the needs of generations to come.

Approximately 88 percent of Virginia Fibre's total annual consumption of 148,000 cords is purchased in round form and the remainder in chip form.

Environmentally, Virginia Fibre Corporation is one of the cleanest mills in the paper industry both in terms of air and water quality. In fact, almost 25 percent of the total initial investment of approximately 50 million was environmentally related.

The key to Virginia Fibre is tied up in the word, "independent" because in a world of papermaking giants there are really just a few who dare to be independent.

Virginia Fibre is not encumbered by past policies and practices and for that reason they are able to select from among the very best programs in existance and to add to these unique ideas of their own. What has emerged may very well be compared to a family business in which all members share.

Virginia Fibre Corporation, A Partnership in Progress.

A PARTNERSHIP IN PROGRESS....

It's more than a slogan to the 230 men and women of Virginia Fibre Corporation. For us, it is a way of producing superior results for our customers, our investors, the community and ourselves.

In less than seven years since our beginning we've helped make the dream of our founder, Bob MacCauley into a reality. He had a vision of a highly modern mill operated by a team of skilled and dedicated individuals. Performing in an environment of trust and mutual respect, we've become the largest independent producer of semi-chemical corrugating medium in the country. Last year we produced more than 210,000 tons of paperboard for container plants all along the Eastern United States and in a number of foreign countries. And we did it with less employee hours per ton than most other comparable paper mills.

We've shared our company's success. We enjoy outstanding pay and benefits and have the opportunity to earn an incentive bonus for production above machine standard.

When the mill began operations in 1975 it represented an investment of $55 million. Each year our contribution to the economy of Central Virginia is in excess of $15 million. This includes payroll, taxes and locally purchased supplies. All of the pulpwood we use is procured from independent area landowners and woodcutters. Our foresters assist them with land management practices to assure future supplies of trees and soil conservation.

FROM LEFT TO RIGHT, representatives from each department are as follows: Marvin Tinsley, Procurement Department; James Oxner, Wood Yard; Charles Martin, Pulpmill; Sherwood Cooper, Powerhouse; Bob Glass, Paper Machine; John Simmons, Shipping; and Travis Jaggers, Maintenance.

Robert C. MacCauley

Charles R. Chandler

At the mill our engineers and operators work to ensure that all local, state and federal environmental regulations are met.

We are proud of our progress and the way we made it.

We have not hesitated to incorporate the latest in computer and other electronic tehnology extensively throughout the entire operation to include many components of process and environmental control, and energy conservation.

VF VIRGINIA FIBRE CORPORATION

RIVERVILLE, VIRGINIA

Webb's Tire: in business since 1948

Webb's Tire Company had its beginning in December of 1948 when Martin L. Webb opened Webb's Esso Service in the old Number Three Service Station on Highway 460 East. Martin had been working for several years with the Standard Oil Company and was anxious to return to his native Appomattox when this business opportunity arose.

Concentrating at first on oil related products and gasoline, Webb soon became more and more involved with the tire business. In the early 1950's Webb's Esso opened the first retread plant in Appomattox.

As business grew, it became evident that expanded facilities would be needed to meet the growing demand for retreads and new tires in Appomattox County. In 1958, Webb's Tire Company moved into a new facility on West Confederate Blvd. Further additions were built in 1966 and in 1974.

In 1974 Webb's Tire Company was recognized for its quality retreads by winning two blue ribbons at the American Retreaders Association's worldwide retread appearance contest. This was quite an accomplishment for a small custom retread plant for it was the only plant in Virginia to win such an award at that time. Webb and his men decided to enter retreads the following year, and again in 1975 and 1976, Webb's Tire Company was awarded blue ribbons by the American Retreaders Association for the top quality retreads it produced.

Webb's son, Doug, began to help his father in the family business during summers and on weekends while in high school. After receiving his degree in Political Science from Hampden Sydney College in 1977, Doug went to work for the Farmers National Bank of Appomattox. When Martin Webb decided to retire in 1982, Doug left his position at the bank in order to take over management of the family business.

Today the Webb Tire Company team consists of Doug Webb, Manager; Todd Craft, Assistant Manager; Charles Booker and James Pannell, Retreaders; Chesley Christian, John Torrence and Marco Turner, Tire Technicians and Shelia Webb, Bookkepper.

Webb's commitment to excellence is still evident from the fact that in March of this year the company's retread plant was awarded an "A" rating from the National Tire Dealers and and Retreaders Association. This rating is based on an inspection of the retread plant and all facets of the retread manufacturing process by a qualified retread consultant from the NTDRA. In February of this year Doub Webb and Todd Craft were awarded certificates from the NTDRA for having completed a course in Retread Plant cost control and efficiency.

Today Webb's Tire Company is expanding its line of Multi-Mile new tires as well as continuing to be one of the most progressive retreaders in the area.

"The Multi-Mile line of tires, for the most part manufactured by Kelly-Springfield, now is the sixth largest tire producer in the United States. In 1983 Multi-Tire expects to surpass B. F. Goodrich in number of tires sold. I feel the reason for Multi-Mile's success is that they offer an excellent quality tire at a fair and competitive price and I am proud to offer them to the people of Appomattox," said Doug Webb.

In addition to the Multi-Mile line, Webb's also offers Michelin, Sonic, and Centennial tires.

Finally Webb's Tire Company specializes in tire service. Tire repairs, computer wheel balancing and tire rotations are handled in excellent fashion. In addition Webb's Tire is the only store in the area to offer tire truing and matching.

Doug Webb states that his goal is to continue the tradition of offering top quality tires, both new and retread, and top notch service to the people of Appomattox that was begun by his father in 1948.

Jim Nolen seeks to help first-time home buyer

(Continued from page 20)

cialist for a 75-county area, Georgia Farm Bureau from 1964 until 1965. He was Area Farm Management Agent for 16 counties in Central Virginia, VPI Extension Division from 1966 until 1970.

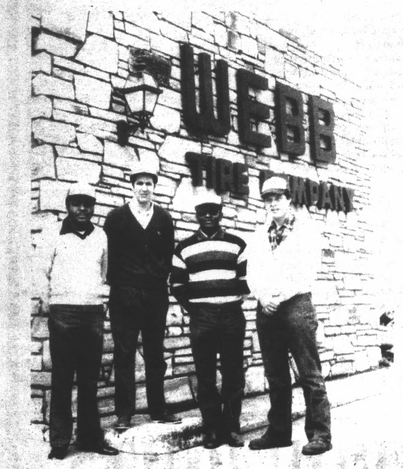
From 1970 until 1975, Nolen served as vice president and Agricultural Services Officer, Central Fidelity Banks, Agricultural Credit, and Public Relations. He worked as a private agricultural consultant and sales associate with Falling River Realty Co., Inc., from 1976 until 1981.

Nolen is a member of the National Association of Realtors, the Virginia Realtors Association, and a member of the Multiple Listing Service Committee of the Lynchburg Board of Realtors. He served as chairman of the Virginia Agricultural Credit Study Committee from 1974 until 1977.

He is married to the former Paige Clark of Emporia, Va. They have three children, Ann Paige, Martha and Thomas Ross. He and his family are members of Liberty Baptist Church.

Nolen's associates include John Wilson and Ricky Pritt. Peggy Romanac is secretary and office manager. Angie Letterman, a senior at Appomattox County High School, works part time through the Cooperative Office Education Program, answering Chamber of Commerce correspondence, and serving as a back up secretary for Romanac.

THE MEN WHO KNOW TIRES



LEFT TO RIGHT: Charles Booker, Douglas M. Webb, James Pannell, Todd Craft.

COMPLETE LINE OF NEW TIRES AT COMPETITIVE PRICES

Expert Tire Retreading For Conventional and Radial Tires

Tire Truing and Computer Wheel Balancing

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Webb's Tire Co., Inc.

CONVENIENT LOCATION
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HOURS: Mon. through Fri. — 8 a.m. — 5 p.m.
Sat.— 8 a.m. — 12 noon